

Enriching Lives



ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES



#16 SEPTEMBER 6, 2011

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

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Laura Zucker
Executive Director

September 06, 2011

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**ACCEPT FISCAL FUNDS FROM THE NATIONAL ENDOWMENT FOR THE
ARTS
AND APPROVE APPROPRIATION ADJUSTMENT TO MANAGE THE OUR
TOWN GRANT AWARD FOR FISCAL YEAR 2011-2012
(ALL DISTRICTS) (4 VOTES)**

SUBJECT

Request Board approval for the Executive Director of the Arts Commission to accept a grant from the National Endowment for the Arts (NEA) for \$100,000 to manage the our town grant which promotes healthy living through cultural activity in the unincorporated community of Willowbrook, approve an Appropriation Adjustment for the Arts Commission in the same amount for FY 2010-11. The Arts Commission is one of 51 agencies nationwide to be awarded Our Town funding from the NEA to support cross-sector collaboration with the goal of cultural vitality and creative placemaking.

Through "Project Willowbrook: Cultivating a Healthy Community through Arts and Culture," the Arts Commission and its project partners will conduct an inventory and analysis of cultural assets through a year-long intensive community outreach, mapping and evaluation process. This process will identify potential challenges and opportunities, provide resources and technical assistance to local artists, and increase community engagement and participation through cultural activities and the arts. To disburse these funds, approval is also requested to award a consultant contract to develop the cultural asset map and award commissions to artists.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Authorize the Arts Commission to accept a \$100,000 grant from the NEA to develop a cultural asset map and commission artists in and for unincorporated community of Willowbrook.
2. Approve the attached Appropriation Adjustment to reflect \$100,000 in Fiscal Year 2011-2012.
3. Authorize the Arts Commission Executive Director to prepare, sign and execute consultant contracts necessary for the implementation of this grant after County Counsel approves them as to form.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The significant investment by Los Angeles County to reopen Martin Luther King Jr. Hospital represents a renewed and concerted commitment to Willowbrook's revitalization and long-term health. The Los Angeles County Metropolitan Transit Authority also recently completed a Transit Oriented District plan focusing on pedestrian improvements and connectivity within the one-half mile radius of the Rosa Parks Metro Station. The plan includes streetscape enhancements for the one-half mile section of Wilmington Boulevard that connects the Rosa Parks Metro Station to the MLK Hospital campus. As part of this community-based planning process, Willowbrook residents identified the arts as a key asset.

Through cultural asset identification and commissions to local artists, the grant from the NEA will stimulate the economic and cultural development of the area. This grant will help support the County's significant investment in MLK Hospital and surrounding infrastructure by ensuring that the arts are a part of Willowbrook's overall redevelopment.

LA Commons, a nonprofit community based arts organization based in Leimert Park, will lead the cultural asset mapping process. The process will yield an asset map that will become a resource tool for the community and County departments. The asset map will identify opportunities for future cross-sector collaboration, investment and growth.

As part of the Arts Commission's efforts to identify and support local cultural resources, artists will be commissioned throughout the grant period to perform and/or create temporary or permanent civic art in Willowbrook. This work will provide ongoing opportunities for beautification, community engagement and participation, and will promote the area's overall health and creative potential.

As specified under the Civic Art program's procedures, a Civic Art Project Coordination Committee composed of vested County stakeholders, as well as arts professionals, will be assembled as an advisory body to the cultural asset mapping process, artist selection and artwork development.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal 3 for Community and Municipal Services as the proposed activities will "enrich the lives of Los Angeles County residents and visitors by providing access to cultural, recreational and lifelong learning programs." Civic Art staff has also met with CEO staff responsible for services in the unincorporated areas to insure that this project meshes with ongoing work in other County departments, and will meet with all

departments that provide direct services in Willowbrook, including Parks and Recreation and the Public Library.

FISCAL IMPACT/FINANCING

With your Board's approval of the attached Appropriation Adjustment, an increase of \$100,000 in services and supplies will be available in the Arts Commission's budget.

There is no additional net County cost to implement this project.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The County is authorized to contract with any firm or corporation for artistic services for the residents of Los Angeles County. The contracts will be governed by the policy and guideline requirements of the Arts Commission. In addition, the NEA requires that the Arts Commission submit progress and final reports over the course of the grant period.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This recommended action will augment the civic art commission for the MLK Hospital that has already been allocated as part of the County's more than \$600 million investment in the Willowbrook area to ensure that cultural activities in this unincorporated area help build community identity and vitality.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laura Zucker", with a long horizontal flourish extending to the right.

LAURA ZUCKER
Executive Director

LZ:LI

Enclosures

c: County Counsel
Auditor Controller

COUNTY OF LOS ANGELES

REQUEST FOR APPROPRIATION ADJUSTMENT

DEPT'S. NO. 061

DEPARTMENT OF Board of Supervisors

September 6, 2011

AUDITOR-CONTROLLER:

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR

FY 2011-12

4 - VOTES

SOURCES

Arts Commission
A01 - BS - 90 - 9031 - 28400
Federal Grants - \$100,000
Increase Revenue

USES

Arts Commission
A01 - BS - 2000 - 28400
Services & Supplies - \$100,000
Increase Appropriation

SOURCES TOTAL: \$ 100,000

USES TOTAL: \$ 100,000

JUSTIFICATION

Reflects a \$100,000 federal grant award from the National Endowment for the Arts (NEA) to develop a cultural asset map and commission artists in and for the unincorporated community of Willowbrook.

ADOPTED
BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

AUTHORIZED SIGNATURE [NAME]

BOARD OF SUPERVISOR'S APPROVAL (AS REQUESTED/REVISED)
1-6 SEP 06 2011

SACHI A. HAMAI
EXECUTIVE OFFICER

REFERRED TO THE CHIEF
EXECUTIVE OFFICER FOR ---

☐ ACTION

☒ RECOMMENDATION

AUDITOR-CONTROLLER

BY

B.A. NO. 012August 24 20 11

☒ APPROVED AS REQUESTED

☐ APPROVED AS REVISED

CHIEF EXECUTIVE OFFICER

BY

August 24 20 11

SEND 6 COPIES TO THE AUDITOR-CONTROLLER



June 28, 2011

Letitia Ivins
Civic Art Project Manager
Los Angeles County Arts Commission
1055 Wilshire Boulevard
Suite 800
Los Angeles, CA 90017-5655

Re: Our Town Application #11-933750
Project Title: **Project Willowbrook: Cultivating a Healthy Community through Arts and Culture**

Dear Letitia Ivins:

We are happy to inform you that your application to the National Endowment for the Arts was recently reviewed by an advisory panel and has been tentatively recommended by the National Council on the Arts for funding in the amount of \$100,000.

If for some reason you are not able to accept the award due to major changes in project plans, please contact Design Specialist Jamie Hand immediately at (202) 682-5566.

Remember that this recommendation is tentative and your application is subject to further review. Do not make any financial or legal commitments until you receive an official grant award letter or authorization to do so. Also, please do not make any public announcement of this recommendation until the Arts Endowment issues a press release, currently planned for July 12, 2011, as all information is embargoed until that date.

Please see the enclosures for additional information that is required at this stage of the review.

Congratulations on reaching this point in the review process. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Schupbach", written in a cursive style.

Jason Schupbach
Director, Design

[Enclosures]

National Endowment for the Arts
The Nancy Hanks Center
1100 Pennsylvania Avenue NW
Washington DC 20506-0001